PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: Janet L. Spruill
PERIOD COVERED: July, 1988

I. MARLBORO STANDARDIZATION

A. **Objective**: Analytical and subjective evaluations of production Marlboro KS/LS.

B. **Status**: May 12 factory pick-up completed. Factory pick-ups from 6/30, 7/12 and 7/19 have been received.

C. **Plans**: Analytical and subjective testing of three production dates.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

A. **Objective**: To provide subjective direction for programs within R&D and manufacturing locations.

B. **Status**: Twenty panels completed during the reporting period as well as forty samples evaluated for the Menthol Aging Study and five samples for evaluations of Bright fractions.

C. **Plans**: Provide assistance as needed.

III. PROJECT NATURAL

A. **Objective**: To develop 85 mm full-flavored and lights prototypes using blend components and flavor systems which will provide a natural blended product.

B. **Status**: Three POL's (4432-4434) have been made which will test the Virginia, Virginia/Oriental and Blended models against each other at 9 mg tar. Another POL has been requested testing Blend C using the Limited flavor system vs. Marlboro 85.

C. **Plans**: Primary and make-pack run of the Limited model.

IV. FLAVOR RESOURCE DATA BANK

A. **Objective**: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.

B. **Status**: Training of new individual continues. Twenty-four new vendor samples are in various stages of evaluation both subjectively and analytically.

C. **Plans**: Division updated with information.

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V. INTERNATIONAL SUPPORT

International Brands Smoking Panel

A. **Objective**: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

B. **Status**: Nineteen panels completed as well as profiles of Sometime Miass 100 FTB, Camel Milds 85, and John Player Special Milds 85 from Japan.

C. **Plans**: Provide assistance as needed.

PROJECT LIGHT/ULTRA

A. **Objective**: Develop cigarette models at 4, 6 and 8 mg with a new blend and flavor system.

B. **Status**: Models made at 5 and 7 mg tar using Target blend, but different casing and aftercut systems released for Danchi testing.

C. **Plans**: Continue flavor development.

PROJECT MOUNT ULTRA-JAPAN

A. **Objective**: Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.

B. **Status**: Three cigarette models appear to have potential for Danchi testing.

C. **Plans**: Continue flavor development.

PROJECT AVALON

A. **Objective**: Development of casing and aftercut systems for a regular and mentholated product for the Asian market.

B. **Status**: Currently, finished prototypes are under evaluation which are using same blend, three different casing systems, and ten aftercut systems. After model selection has been narrowed, the selected models will be reevaluated for final prototype selections.

C. **Plans**: Continue subjective evaluations of models made and the development of casings and aftercuts for the program.

NEW PRODUCT IDEAS

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A. **Objective**: Develop cigarette flavors to meet demands of concept ideas for different markets.

B. **Status**: Prototype selection underway for Projects Incense, Coffee and Sugar.

C. **Plans**: No further development work.

GLOSS

A. **Objective**: Develop a cigarette, for the Japanese market, using specially treated cigarette papers.

B. **Status**: Second series of models made targeted at 8 mg tar using P.M. Super Lights filler, aftercut and construction but a new total blend casing incorporating two treated cigarette papers.

C. **Plans**: Evaluations of second series models.

PROJECT STARSHIP II

A. **Objective**: Produce a 12 mg cigarette for the Japanese market.

B. **Status**: Two of the four models made for baseline evaluations are being remade for Danchi testing. Both models will use L&M GCC blend but different casings and aftercuts.

C. **Plans**: Analytical and subjective evaluations for Danchi testing.

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